



MARKETING MANAGER

London, UK

COMPANY DESCRIPTION

Founded eighteen years ago, Bellevue Education is a world-class group of schools dedicated to providing the best possible education to children and students aged from 1 to 19 years. Each Bellevue school is run independently, but are united by the same values and commitments to innovation in teaching; investments in teachers, buildings and technology; and exceptional academic results as a natural outcome of a focus on instilling a lifelong love of learning. Bellevue schools are warm, happy and dynamic environments where students are encouraged to aim high, and where they will find everything they need to succeed. The group consists of 21 schools across the UK, in Switzerland and France, with headquarters in London, UK.

JOB DESCRIPTION

As Marketing Manager, you will be responsible for the marketing and communication strategy of a portfolio of schools within the Bellevue Group. Working in close partnership with the Heads of schools and their staff, you will support the school marketers in strategy and idea development, ensuring effective implementation of initiatives and activities that drive admissions and promote word of mouth and parent satisfaction. You will join a small team of 4 enthusiastic and creative marketing and communications professionals who collaborate to effectively support schools in achieving their marketing objectives. We also enable the marketers across the Group to come together to network, share best practice, resources and ideas.

The position requires a flexible and goal driven “all-rounder” with an entrepreneurial spirit, a strong work ethic and a drive to support schools in building a strong brand presence and deliver on recruitment and retention targets. We are looking for a person who is self-motivated, creative and has a sincere interest in other people. With a strong focus on goals and detail-orientation, this role provides you with a great deal of responsibility and autonomy. If you enjoy working hard and are motivated by seeing the results of your efforts, this position will both challenge and inspire you.

In this role you will report in to the Group Marketing Manager.

This is a full-time position, start date: October/November 2021 (although there is flexibility for the right candidate)

The role will be based in our offices in central London (Waterloo), with regular travel to your portfolio of schools.

THE MARKETING MANAGER IS EXPECTED TO

- Support the school marketers of your portfolio of schools in designing an annual strategic marketing plan based on annual market research
- Support a team of school marketers; ensuring efforts and priorities are aligned with the schools' overall objectives and targets, as agreed with the Heads
- Partner with our Group Education Directors to support your schools marketing efforts and priorities effectively and monitor performance
- Lead the marketing strategy for your schools to ensure effective channels to market and timely executed activities/campaigns
- Support the schools in managing their marketing budgets and track ROI to ensure good channel investments



- Ensure a strong brand message and positioning for your schools through a clear communication mix and PR strategy
- Lead the digital strategy across the schools' websites, social media, listings and online campaigns, in conjunction with school marketers, and with support from the Group's Digital Marketing Officer
- Keep relevant statistics on all aspects of the admission and re-enrollment process and channel performance, and regularly track ROI in the schools' KPI reports
- Support the schools' admissions registrars through ensuring strong admissions processes and procedures are in place
- Support schools in promoting and building good relationships with outside institutions such as nurseries and relocation agencies
- Support schools in planning and implementation of marketing collateral, events, and admissions promotional activities
- Support the schools on research and analysis through annual parent and pupil surveys and focus groups, to ensure parent and pupil satisfaction at your schools are maintained and issues are identified and dealt with
- Work in collaboration with the Group Marketing Manager and the rest of the marketing team in developing new ideas, initiatives and ways of doing things across the Group

QUALIFICATIONS AND REQUIREMENTS

- Minimum of 6 years' work experience in marketing, PR and communications. It is desirable that you have a background in education, although it is not essential
- Previous experience in managing a team, with the ability to manage both downwards and upwards
- Proven track record of leading and executing successful campaigns and marketing initiatives
- Excellent communication skills with fluency in English
- Good digital skills, with knowledge and understanding of Google Analytics, CMS programmes and other digital tools essential
- Previous experience working with marketing automation tools desirable, but not essential
- A team player with strong interpersonal and communications skills
- Organised and able to keep on top of many details and prioritise effectively
- Agile, a "do-er", willing to roll up your sleeves and work collaboratively
- Creative with excellent writing, editing and proof reading skills
- You will also be extremely sales-minded, energetic and positive
- You have gotten a bachelor degree or completed an education, ideally within marketing or communication
- You are an all-rounder and you enjoy doing daily administrative routines as much as creating new marketing and sales ideas or finding solutions to problems

RENUMERATION

- Salary: £40,000 - £45,000 per annum depending on experience
- Contribution to pension scheme
- Private health care
- Professional training and development opportunities
- 25 days annual leave

APPLICATION AND DEADLINE

Please submit your cover letter and CV to Lisa Havdahl, lhavdahl@blvue.com by **4 October 2021**.